



**FOR IMMEDIATE RELEASE**

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**A NEW DIABETES CAMPAIGN URGES HISPANIC AMERICANS TO UNCOVER THEIR FEET “DESCUBRA SUS PIES”**

*The American Podiatric Medical Association reports checking the feet regularly can reduce the number of lower limb amputations by 45 to 85 percent.*

**Bethesda, Md.** – Diabetes is the leading cause of non-traumatic lower-limb amputations in the United States. Hispanic Americans are almost twice as likely to suffer from diabetes related lower-limb amputations as non-Hispanic Caucasians. For this reason, the American Podiatric Medical Association (APMA) is urging Hispanic Americans, who are considered high risk for type 2 diabetes, to take off their shoes and socks at every doctor’s visit. The effort is part of APMA’s “Descubra Sus Pies” campaign, which means discover you feet—uncover your feet, and mirrors the association’s “Knock Your Socks Off” diabetes campaign in English. The feet, which are often overlooked during routine examinations, can potentially reveal the first warning signs of serious diseases, such as diabetes.

“Studies show amputation rates as a result of diabetes could be significantly reduced if more people would simply have their feet examined more frequently,” said APMA President David Schofield, DPM. “Since the number of Hispanic Americans with diabetes is growing at an alarming rate, APMA’s ‘Descubra Sus Pies’ campaign encourages those at risk to take preventative measures before the disease escalates.”

Almost 10 percent of Americans with diabetes are Hispanic. The “Descubra Sus Pies” campaign stresses the importance of uncovering the feet to identify the following potential diabetes warning signs:

- Numbness
- Redness
- Swelling
- Cold to the touch due to a lack of blood circulation
- Inflammation
- Loss of hair on the toes

And if any of the warning signs are detected, the APMA recommends contacting a podiatrist for further examination.

Identifying diabetes warning signs in the feet and educating Hispanic Americans about the importance of early diabetes detection are topics featured in the campaign’s national radio advertisements. The ads will air in designated cities across the country starting in October to coincide with Hispanic Heritage Month. In addition, APMA member podiatrists will participate in local health fairs in select cities this fall to help spread the word about the “Descubra Sus Pies” campaign.

For more information about APMA’s “Descubra Sus Pies” campaign or to request a media kit, call 301.581.9227 or visit [www.apma.org/diabetes](http://www.apma.org/diabetes).

*Founded in 1912, the American Podiatric Medical Association represents the nation’s premier foot and ankle physicians. The Association has component societies in 53 locations in the U.S. and its territories and a membership of more than 12,500 doctors of podiatric medicine. For free foot health information, contact APMA at 1-800-FOOTCARE (1-800-366-8227) or visit [www.apma.org](http://www.apma.org) on the Web.*

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